

### AMENDMENTS TO THE CLAIMS

1. (Currently Amended) A method for responding to a broadcast segment, the method comprising:

receiving the broadcast segment using a communications device;

extracting, using the communications device, an a unique event identifier from a corresponding to a specific instance of the broadcast segment signal, the unique event identifier being provided by a data manager;

detecting a response by a user to the broadcast segment signal;

extracting from polling a the communications device to determine a user identifier;

creating, using the communications device, a data packet comprising at least the unique event identifier and the user identifier;

communicating the data packet to the data manager for responding to the data packet. event identifier and the user identifier when the user response is detected.

2. (Currently amended) The method of Claim 1, wherein the user response corresponds to the user tuning to into a broadcast frequency.

3. (Currently amended) The method of Claim 1, wherein the data packet further comprises comprising communicating a time corresponding to a time of the broadcast segment.

4. (Currently amended) The method of Claim 1, wherein the data packet further comprises comprising communicating a time corresponding to a time of the user response.

5. (Original) The method of Claim 1, wherein the user identifier corresponds to a network address.

6. (Original) The method of Claim 1, wherein the user identifier corresponds to a telephone number.

7. (Currently amended) The method of Claim 1, wherein the user identifier corresponds to an electronic serial number—~~a credit card~~.

8. (Original) The method of Claim 1, wherein the user identifier corresponds to a vehicle identification number.

9. (Original) The method of Claim 1, wherein the communications device is wireless.

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10. (Currently amended) The method of Claim 1, wherein the ~~polling~~ extracting occurs over a wireless network.

11. (Currently amended) The method of Claim 1, further comprising using the communicated unique event identifier to identify an event in a database.

12. (Canceled)

13. (Canceled)

14. (Canceled)

15. (Canceled)

16. (Canceled)

17. (Canceled)

18. (Canceled)

19. (Canceled)

20. (Canceled)

21. (Canceled)

22. (Canceled)

23. (Canceled)

24. (Canceled)

25. (Canceled)

26. (Canceled)

27. (Canceled)

28. (Canceled)

29. (Canceled)

30. (Canceled)

31. (Canceled)

32. (Canceled)

33. (Canceled)

34. (Currently amended) A method for tracking and compiling user responses to a broadcast segment, the method comprising:

providing at least one unique event identifier corresponding to a specific instance of the broadcast segment;

broadcasting the at least one unique event identifier over a data stream subcarrier channel;

receiving, using a broadcast receiver, the broadcast segment and the at least one unique event identifier;

transmitting, using the broadcast receiver, at least one data packet in response to the broadcast segment;

receiving the at least one data packet from a ~~the~~ broadcast receiver in response to the broadcast segment; ~~the at least one broadcast event identifier; and~~

extracting the at least one unique event identifier from the at least one data packet;

compiling a summary of user responses based on the extracted unique identifier;

and

generating a report for a third party based on the summary of user responses.

~~providing a summary of the received at least one data packet.~~

35. (Currently amended) The method of Claim 34, wherein the at least one data packet is ~~was~~ received without user initiation.

36. (Currently amended) The method of Claim 34, wherein the at least one data packet is tracked according to user, and a ~~a~~ the user is rewarded for the receipt of the at least one data packet.

37. (Currently amended) The method of Claim 34, wherein the at least one data packet is ~~was~~ forwarded by a first user to a second user, and the first user is rewarded for the receipt of the at least one data packet.

38. (Canceled)

39. (Canceled)

40. (Canceled)

41. (Canceled)

42. (Canceled)

43. (Canceled)

44. (New) The method of Claim 1, wherein detecting the response is performed by the communications device.

45. (New) The method of Claim 1, wherein extracting comprises polling the communications device.

46. (New) The method of Claim 1, wherein the communications device is a consumer device equipped with a broadcast transceiver.

47. (New) The method of Claim 46, wherein the consumer device is a radio.

48. (New) The method of Claim 46, wherein the consumer device is a MP3 player.

49. (New) The method of Claim 46, wherein the consumer device is a cell phone.

50. (New) The method of Claim 1, wherein the user identifier is a reference number associated with the communications device.

51. (New) The method of Claim 1, wherein the user identifier is generated by a server.

52. (New) The method of Claim 1, wherein the user identifier is generated by the user.

53. (New) The method of Claim 34, wherein the at least one data packet includes a user identifier.

54. (New) The method of Claim 34, wherein the broadcast receiver is a consumer device equipped with a broadcast transceiver.

55. (New) The method of Claim 54, wherein the consumer device is a cell phone.

56. (New) The method of Claim 54, wherein the consumer device is a MP3 player.

57. (New) The method of Claim 54, wherein the consumer device is a radio.

58. (New) The method of Claim 34, wherein the extracting further comprises extracting a user identifier from the at least one data packet.

59. (New) The method of Claim 58, wherein the user identifier is a reference number associated with the broadcast receiver.

60. (New) A method for configuring a communications device to respond to reception of a broadcast segment with a unique event identifier specific to the broadcast segment, the method comprising:

configuring the communications device to extract the unique event identifier corresponding to the broadcast segment, the unique event identifier being provided by a data manager;

configuring the communications device to detect a response by a user to the broadcast segment;

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configuring the communications device to extract from the communications device a user identifier;

configuring the communications device to create a data packet comprising at least the unique event identifier and the user identifier; and

configuring the communications device to communicate the data packet to the data manager for responding to the data packet.

61. (New) The method of Claim 60, wherein the communications device is a consumer device equipped with a broadcast transceiver.

62. (New) The method of Claim 61, wherein the consumer device is a cell phone.

63. (New) The method of Claim 61, wherein the consumer device is a MP3 player.

64. (New) The method of Claim 61, wherein the consumer device is a radio.

65. (New) A method for tracking and compiling user responses to a broadcast segment, the method comprising:

providing at least one unique event identifier corresponding to a specific instance of the broadcast segment;

receiving at least one data packet from a broadcast receiver in response to the broadcast segment;

extracting the at least one unique event identifier from the at least one data packet;

compiling a summary of user responses based on the extracted unique identifier;

and

generating a report for a third party based on the summary of user responses.

66. (New) The method of Claim 65, wherein extracting comprises polling the broadcast receiver.

67. (New) The method of Claim 65, wherein the broadcast receiver is a consumer device equipped with a broadcast transceiver.

68. (New) The method of Claim 67, wherein the consumer device is a cell phone.

69. (New) The method of Claim 67, wherein the consumer device is a radio.